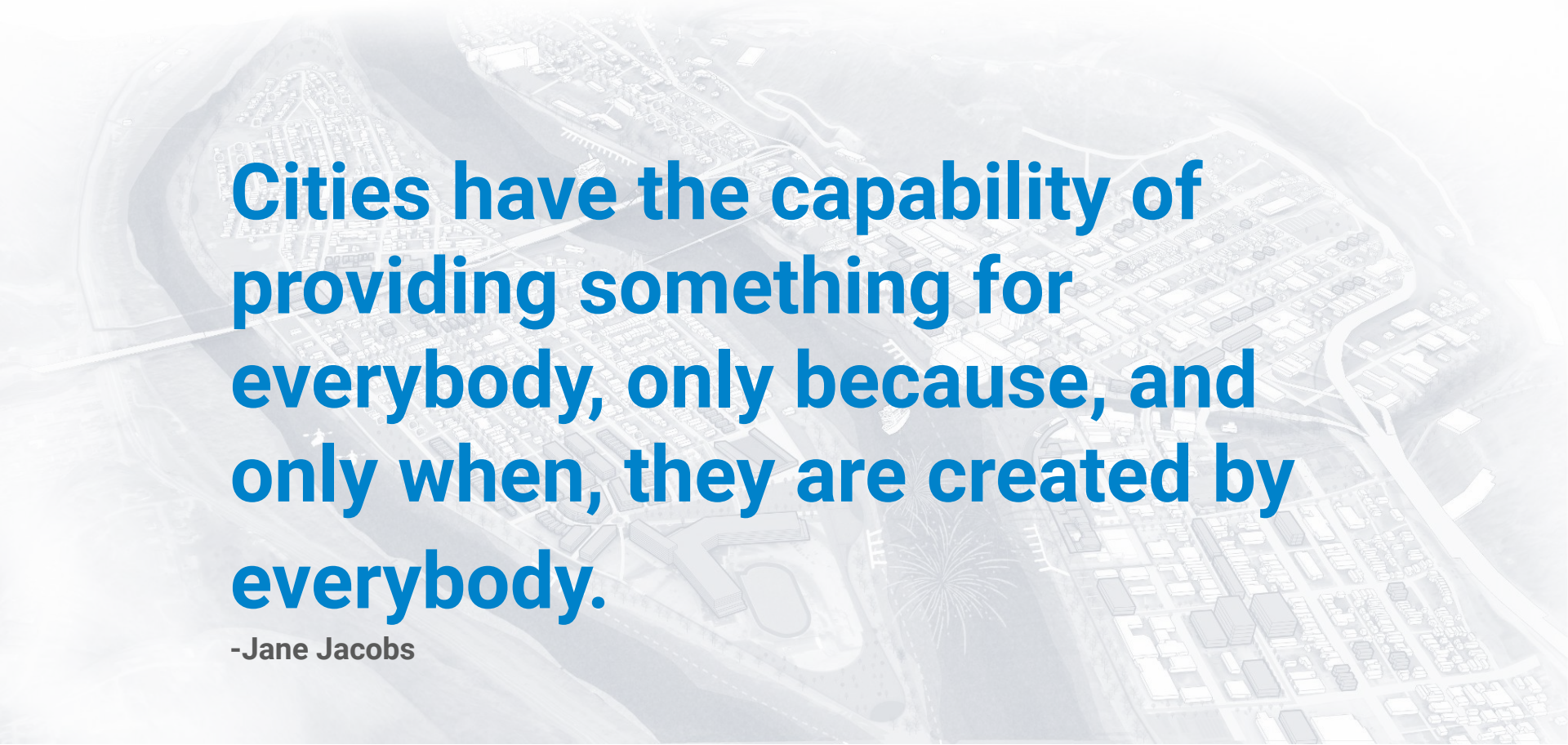
Comprehensive Plan Update

Public Meeting 03: Neighborhood Planning

September 12, 2024

WHEELING FORWARD 2034



Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

-Jane Jacobs

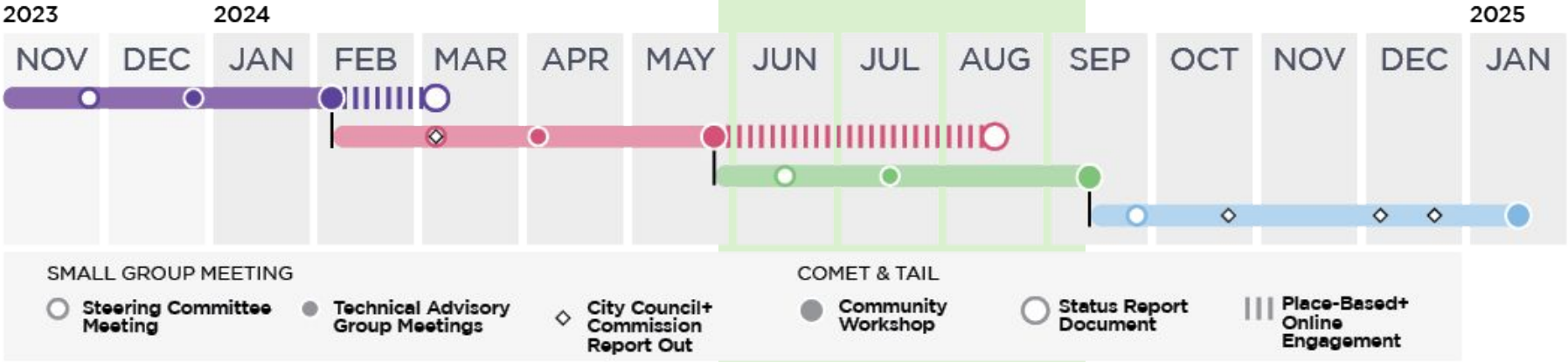
Vibrant Cities are a combination of

Software: the relationships between people and institutions that make cities dynamic and the

Hardware: the places and infrastructure that are our backdrop to our lives

Intentionally shaping both can create change

Full Project Schedule as of July 15, 2024



PHASE 01
ARTICULATING A VISION
NOV'23 - FEB'24
Where are we now? Where are we headed?

PHASE 02
DEVELOPING A PLAN
FEB'24 - MAY'24
What is the possibility for change?

PHASE 03
DEEPENING PRIORITIES
MAY'24 - AUG'24
What can we do? How can we get there?

PHASE 04
LAUNCHING INTO ACTION
AUG'24 - NOV'24
Let's get started!

STEERING COMMITTEE MEETING

Community Vision+Goal Review
Catalytic Project Priorities

TECHNICAL ADVISORY GROUP MEETING

Catalytic Project Development

PHASE 03 PUBLIC WORKSHOP

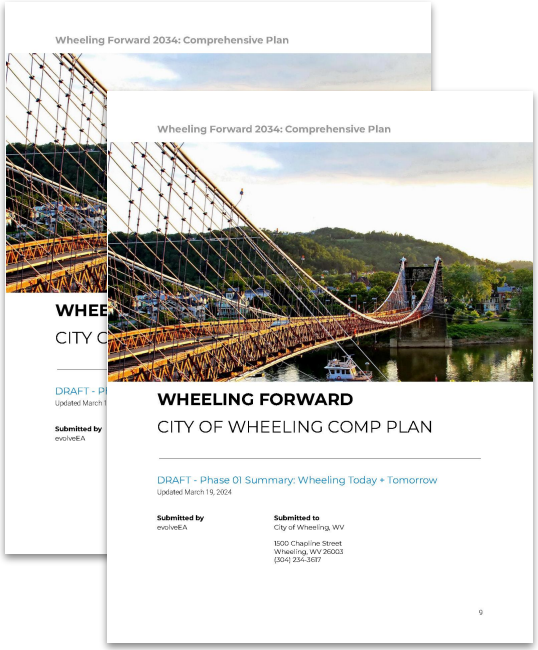
Neighborhood Planning Opportunities

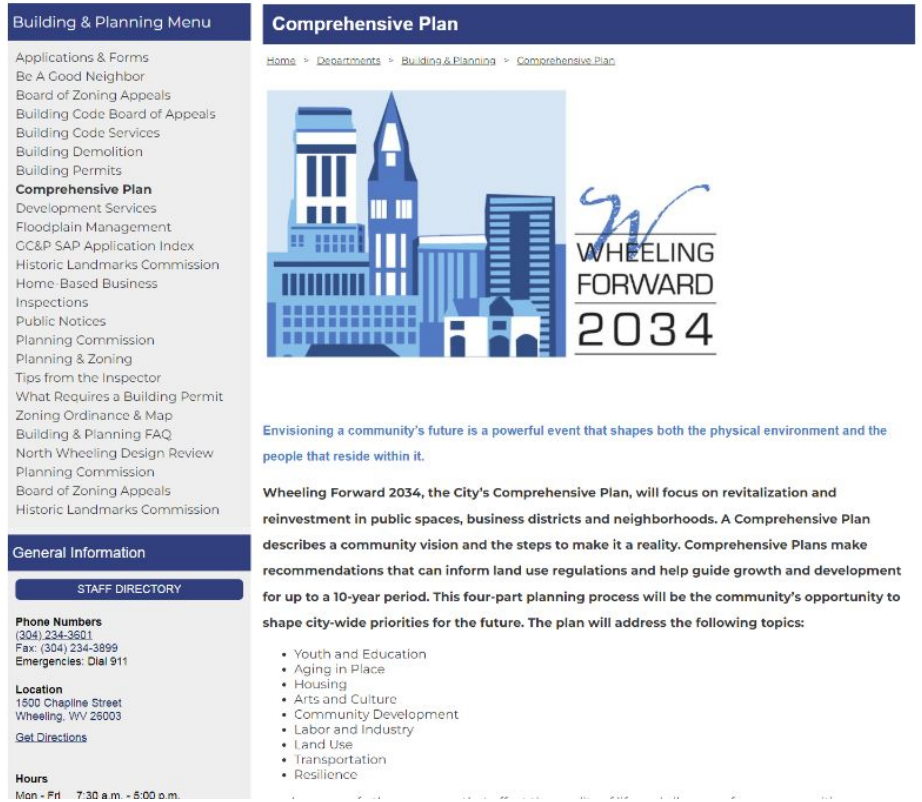
Our Findings are informed by many conversations with the city's residents and stakeholders

12	Interviews	**Ongoing** 22 participants
16	Focus groups	**JAN+APR+AUG** 90 participants
2	Public meetings	**FEB+MAY** 130 participants
2	Surveys	**Ongoing** 41 unique entries
7	Site visits	

ling Park - are OPEN!

Check out the Phase Summary Reports!





WHEELING FORWARD 2034

NEIGHBORHOOD PLAN AGENDA

Meeting Goal. The team had put together preliminary recommendations for land use designations in key areas of the city. With this group, we hope to refine the big ideas and better understand what the critical issues and next steps the city should take with its partners.

45 min	**Introduction**
70 min	**Small Group Discussions:** Neighborhood Character
5 min	**Final Thoughts + Next Steps**

Vision and Goals

WHEELING TODAY+TOMORROW

We've articulated what success looks like for the city as the comprehensive plan is implemented.

Our vision guides our decisions as we navigate the future.

vision

How do we leverage our legacy while remaining competitive in a rapidly changing world?

Wheeling, WV is a community of choice where **forward thinking** and **collective action** offer a **high quality of life** , ensuring **equitable prosperity for all .**

Our systems

are the essential components that make cities work.

Our goals

are broad, overarching outcomes that we hope to accomplish.

Goals

How do we know if our actions are making an impact?

RESILIENCE

The City of Wheeling is prepared for any challenge through reliable networks of support and infrastructure.

ECONOMY

The City of Wheeling is an partner for people and industry realizing their full potential.

CULTURE

The City of Wheeling is alive with self starters who inspire others through their craft and innovation.

MOBILITY

The City of Wheeling is a regional center that builds connections between people businesses and institutions.

DEVELOPMENT

The City of Wheeling is a growing destination that can accommodate local and regional activity.

HOUSING

The City of Wheeling is building community reflecting emerging desires for walkable, historic, and sustainable neighborhoods.

Objectives and Initiatives

CITY SYSTEMS + SCENARIO DEVELOPMENT

We've developed an action plan that will address how development changes cities like Wheeling.

objectives

What are the strategies that will inform the city's actions?

RESILIENCE

Improve the health of our environmental assets.

Improve access to essential services.

Improve access to quality parks and recreational amenities.

ECONOMY

Attract high-paying jobs with the potential for growth into the region.

Attract businesses in key industries.

Support growth among local and entrepreneurial business start-ups.

CULTURE

Retain our emerging local talent with opportunities to stay home.

Attract professionals and families into the city.

Increase participation and production of arts and craftsmanship.

MOBILITY

Maintain the quality of our infrastructure.

Support the safe passage of people who travel without a car.

Improve connections to regional networks and destinations.

DEVELOPMENT

Support a daytime to nighttime economy in the downtown historic districts.

Create a clear process for the preservation of underutilized properties.

Expand the activities around the university and medical campuses to accommodate broader community needs.

HOUSING

Provide housing choices for younger and senior populations who want to own.

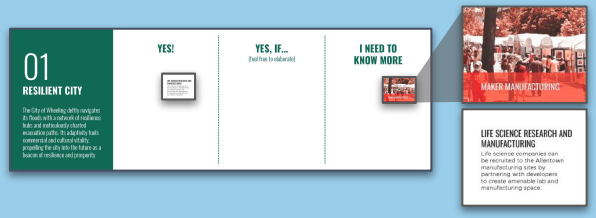
Provide quality places to live that remain affordable for the city's early adopters.

Preserve the historic character of the city's existing housing stock.

ACTIVITY

Deck City

Participants evaluated the impact of a preliminary set of initiatives that would support the city's growth within a given scenario.



What if Wheeling were known as a...

RESILIENT CITY

The City of Wheeling deftly navigates its floods with a **resilience hubs** and **evacuation paths** and **recovery plans**. Its adaptivity enables **commercial and cultural vitality**, propelling the city into the future as a **beacon of resilience**.

VANGUARD CITY

The city of Wheeling, known for its **cultural richness**, boasts **historic architecture**, picturesque **parks, extensive trail networks**, a burgeoning **arts scene**, and has become a **center of cultural vibrancy**.

WELCOMING CITY

The City of Wheeling stands as the **center of regional commerce**, its influence propelled by a **growing population**, a **compact urban core**, and increasingly accelerated **urban expansion**.

ICE BREAKER

Roll Into the Future

Participants were given three dice that, when put together, describe a randomized scenario to problem solve.

For Elders

More **assisted living housing** stock!! More (flat) single story homes with activities and easy **access to services and amenities and cultural opportunities.**

Ensure **ADA accessibility**

"Blue Zones" for community living.

Enrichments and social opportunities to engage without needing to drive. **Public transit** that is more flexible

Students + Youth

To **continue meetings** such as this even after the Wheeling 2034 project is underway ...more **diverse concepts**.

School campuses find ways to include... **classes that are more casual and affordable**, not just for degrees

The city could **invest in trades** like welding, HVAC, and plumbing

A trolley system to move students around, **remove reliance on cars**

Workers + Residents

Agree that we like being **small but mighty city**, not a metropolis; We want to grow but do not want to lose our **charm and character** <3

Responsible development of land buildings and properties; **incentives for risk takers and entrepreneurs**

Community center and senior center are big needs. Communication and **transportation**

Affordable housing for both renters and buyers;

Festivals, fairs and functions throughout the area. lebanese, greek, italian, celtic festivals are areas that we do well.

initiatives

What are the specific action that the city should prioritize in the next 10-years as resources become available?

RESILIENCE

- FEMA Floodplain Mitigation
- Landslide Mitigation
- Brownfield Remediation
- Satellite Grocery Stores
- Community Health Clinics
- Digital Inclusion Programs
- Parks Master Plan
- Riverfront Connections
- Green Space Initiatives

ECONOMY

- Innovation Districts
- Workforce Development Programs
- Research and Development Support
- Relocation Grants
- Employment Accessibility Initiatives
- Targeted Industry Recruitment Programs
- Extended Business Hours
- Business Incubators and Accelerators
- Revolving Business Loans

CULTURE

- Youth Leadership Programs
- Apprenticeship Programs
- Early Childcare Programs
- Smart City Initiatives
- Industry Connection Series
- Neighborhood Recreation Centers
- Public and Performing Arts Trust Fund
- Arts and Culture Growth Fund
- Arts and Cultural Programming

MOBILITY

- Wayfinding and Signage
- Complete Streets Ordinance
- Bridge and Tunnel Maintenance
- Transit Stop Improvements
- Public Transit Service Expansion
- Safe Routes to School
- Waterway Stewardship Program
- Regional Trail Connection
- Urban Greenway Development

DEVELOPMENT

- Public Space Improvements
- Safety and Accessibility Improvements
- Business Improvement Districts
- Citywide Zoning and Building Code Updates
- Land Banking
- Community Benefits Agreements
- Urban Redevelopment Projects
- Community Access Programs Community Revitalization Program

HOUSING

- Affordable Housing Trust Funds
- Community Land Trusts
- Homeownership Assistance Programs
- Home Repair and Rehabilitation Programs
- Adaptive Reuse Projects
- Historic Preservation Programs
- Affordable Housing Development Incentives
- Tenant Protection Laws
- Missing Middle Development

Land Use and Development

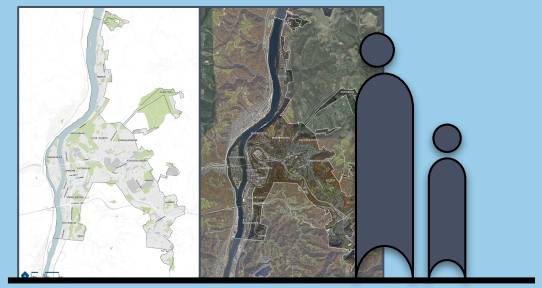
NEIGHBORHOOD PLANNING

Today we will imagine the neighborhoods & places where we will thrive.

ASSET MAPPING

Participants shared places that were important to them in the city.

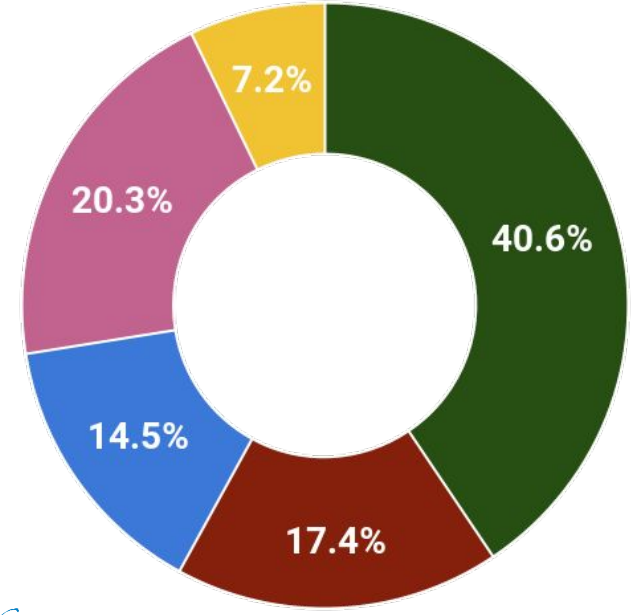
In **OUR COMMUNITIES**

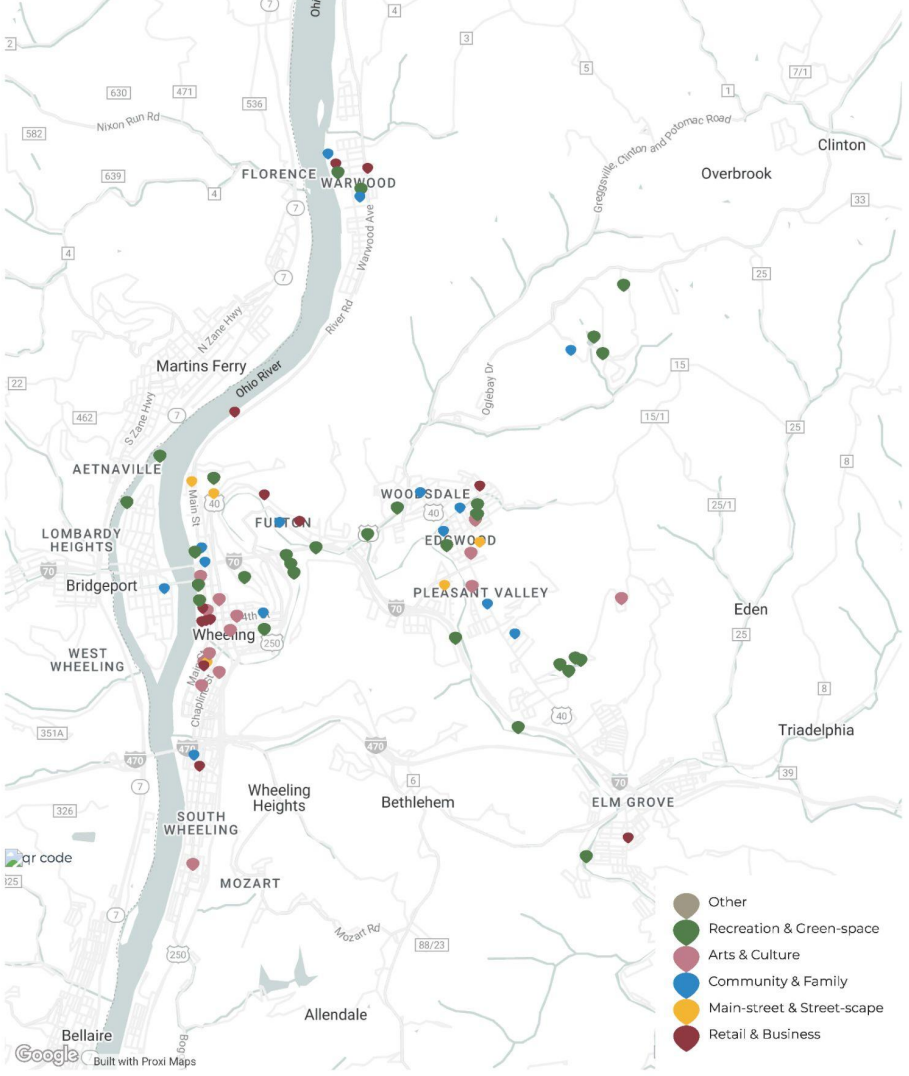


Wheeling Assets by Category

Public Response, as of May 22, 2024

- Recreation & Green-space
- Retail & Business
- Community & Family
- Arts & Culture
- Main-street & Street-

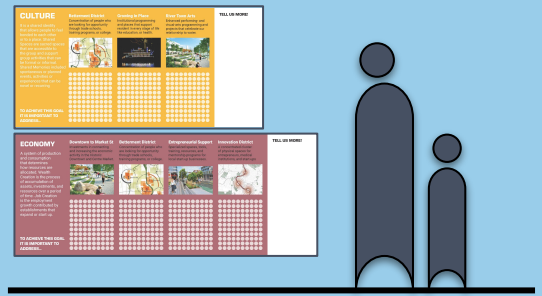




CATALYTIC PROJECT

Participants prioritized the project that would have the greatest impact in their neighborhood.

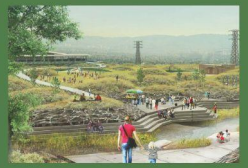
Important to **OUR COMMUNITIES**



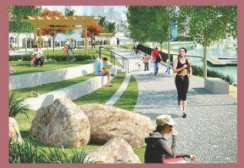
Riverfront Park Development
Prioritizing public and open space that can absorb water during river surges.

Essential Service Districts
Access to critical facilities in times of need that are protected from climate risks.

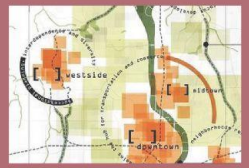
Flooding and Landslide Mitigation
Updated guidelines and resources to prepare for increasing rain events.



Downtown to Market St
Investments in connecting and increasing the economic activity in the Historic Downtown and Centre Market.



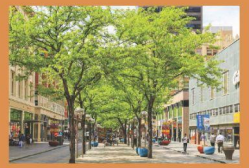
Betterment District
Concentration of people who are looking for opportunity through trade schools, training programs, or college.



Entrepreneurial Support
Specialized spaces, tools, training, resources, and mentorship programs for local start-up businesses.

Innovation District
A concentrated cluster of physical spaces for entrepreneurs, medical institutions, and start-ups

Walkable Districts
Dense centers connecting residents to daily necessities by biking, walking or busing and prioritizes safety.



Equitable Transit Options (OVRTA)
Expanded bus network with more stops, efficient routes, and extended hours.

Great American Rail Trail Connection
Historic Trail Network linked to regional recreational assets and tourism economy.

Wheeling Island Riverfront
Updated guidelines and resources for homeowners dealing with floodplain issues.

Preserve and Renovate
Updated guidelines and resources to maintain the character of our historically significant buildings.

Homeownership Subsidy Models
Financial support for the development and local ownership of multi-unit homes.

Walkable Districts
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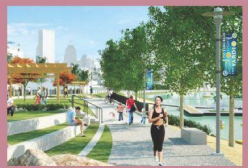
Riverfront Development
Position properties along the riverfront as an asset where people want to live, work and connect to each other.



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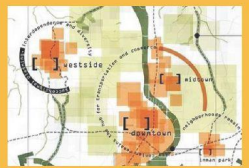
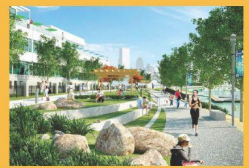
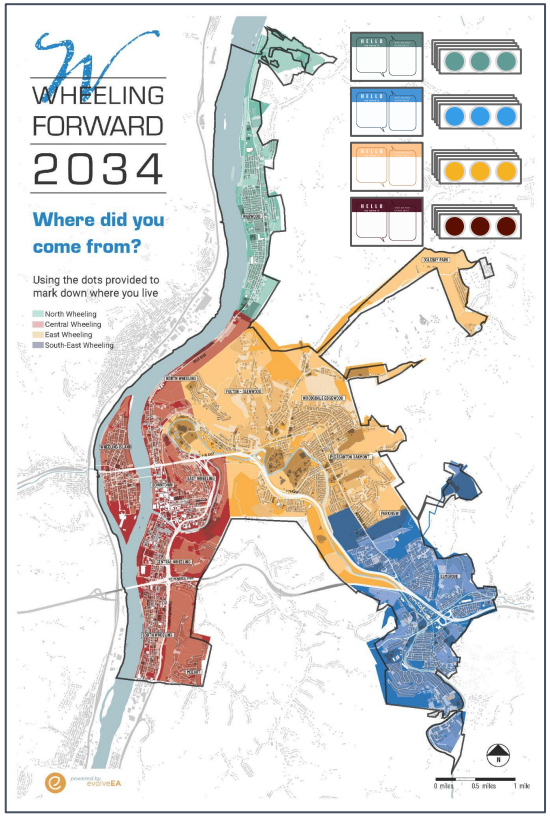


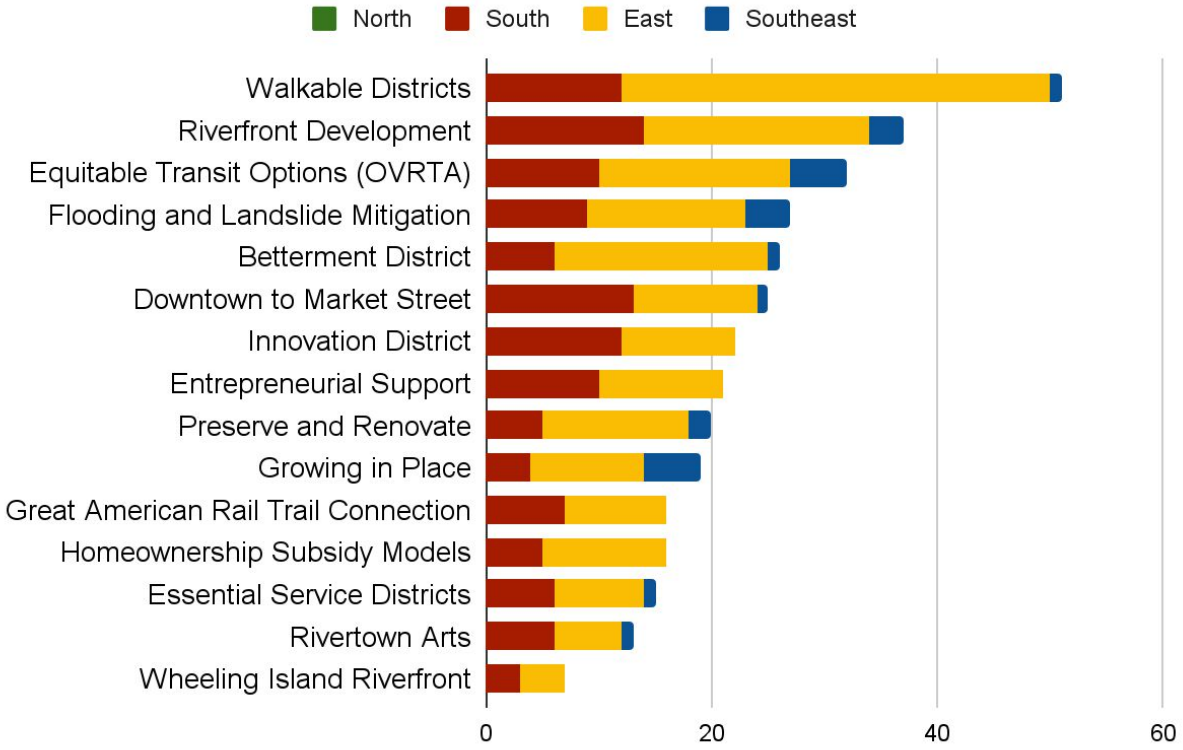
Growing in Place
Institutional programming and places that support resident in every stage of life like education, or health.

River Town Arts
Enhanced performing- and visual-arts programming and projects that celebrate our relationship to water.



Priority Projects by Parts of the City

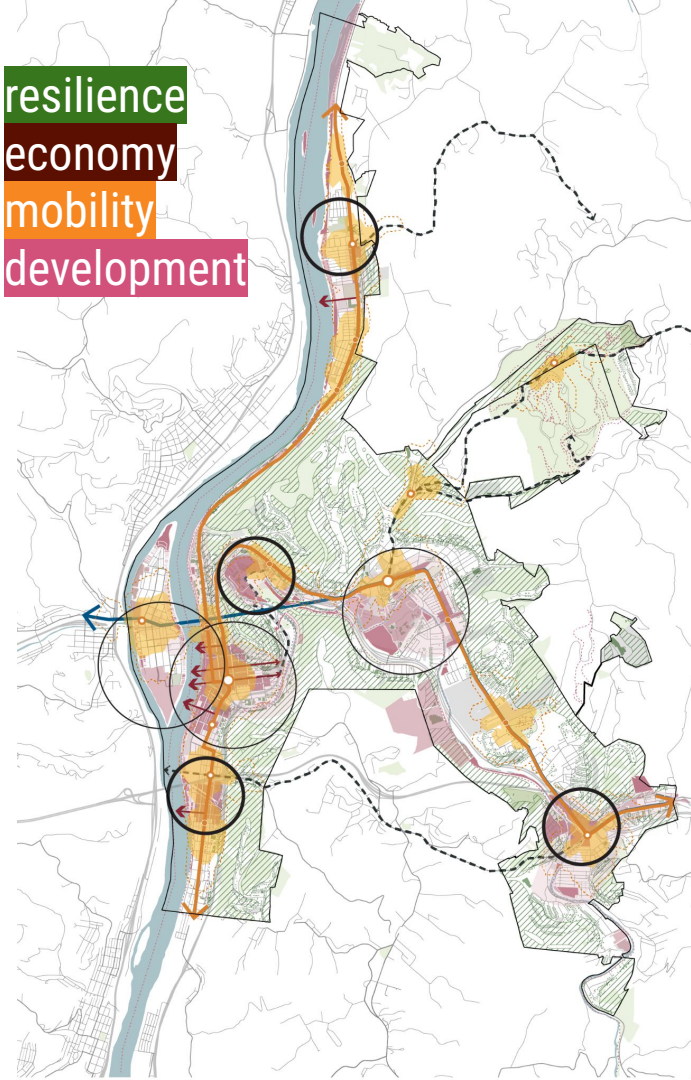




Neighborhood planning areas

Priority Sites emerge in the places that multiple catalytic projects intersect.

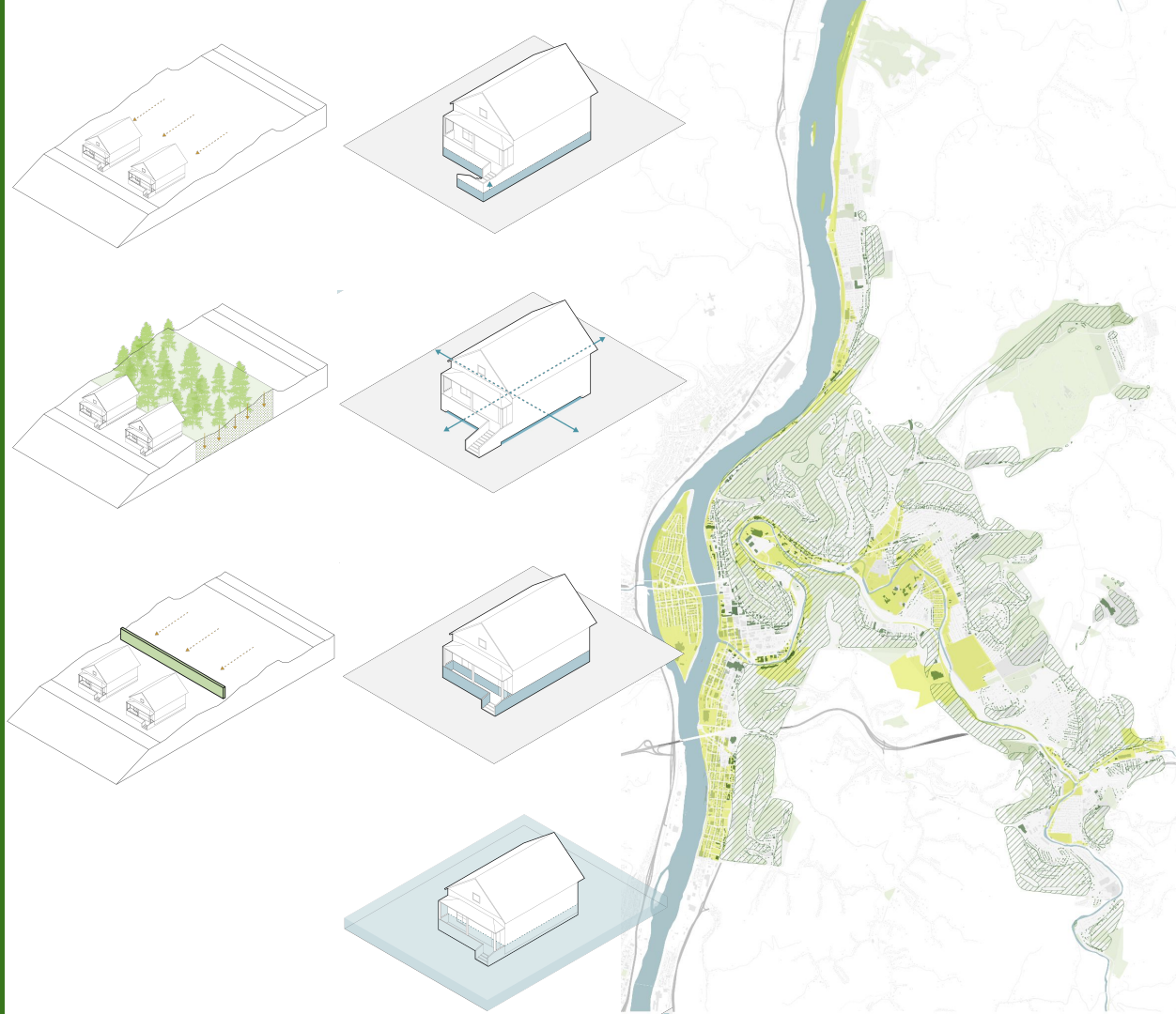
A preliminary vision for these areas have been developed to aid discussion about development opportunities as resources become available.



resilience

Flooding and Landslide Mitigation

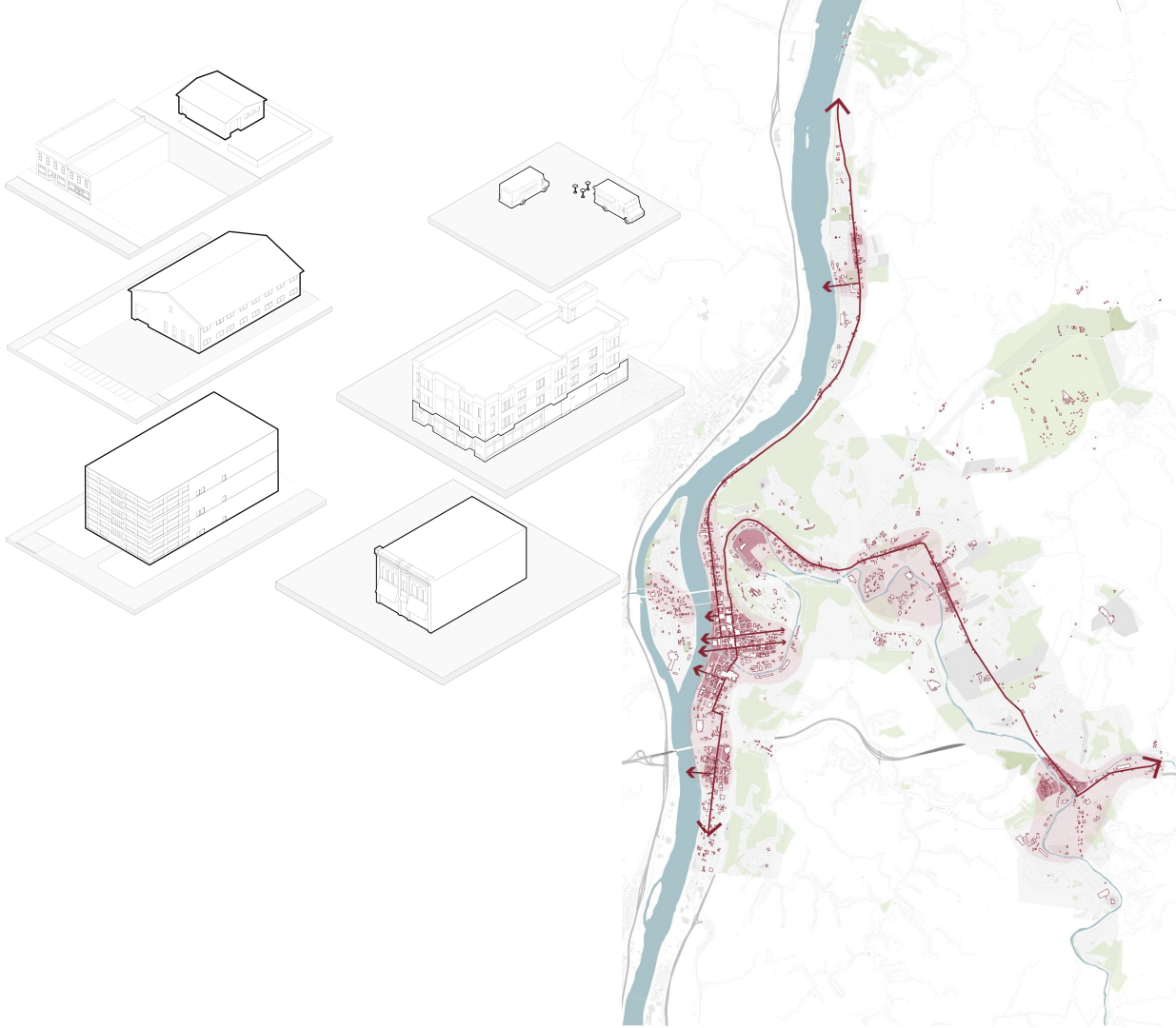
A proactive approach to climate related issues allow for the city to fully engage with their unique environmental assets.



economy

Entrepreneurial Support

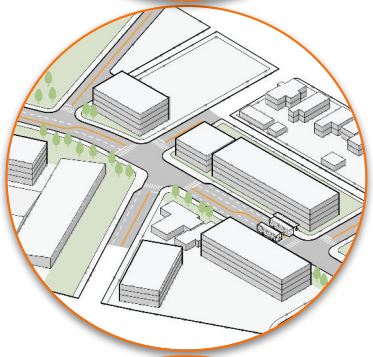
There are several economic nodes across the city that provide employment opportunities. By expanding both the geography and permitted building types we can support the next generation of innovators and entrepreneurs.

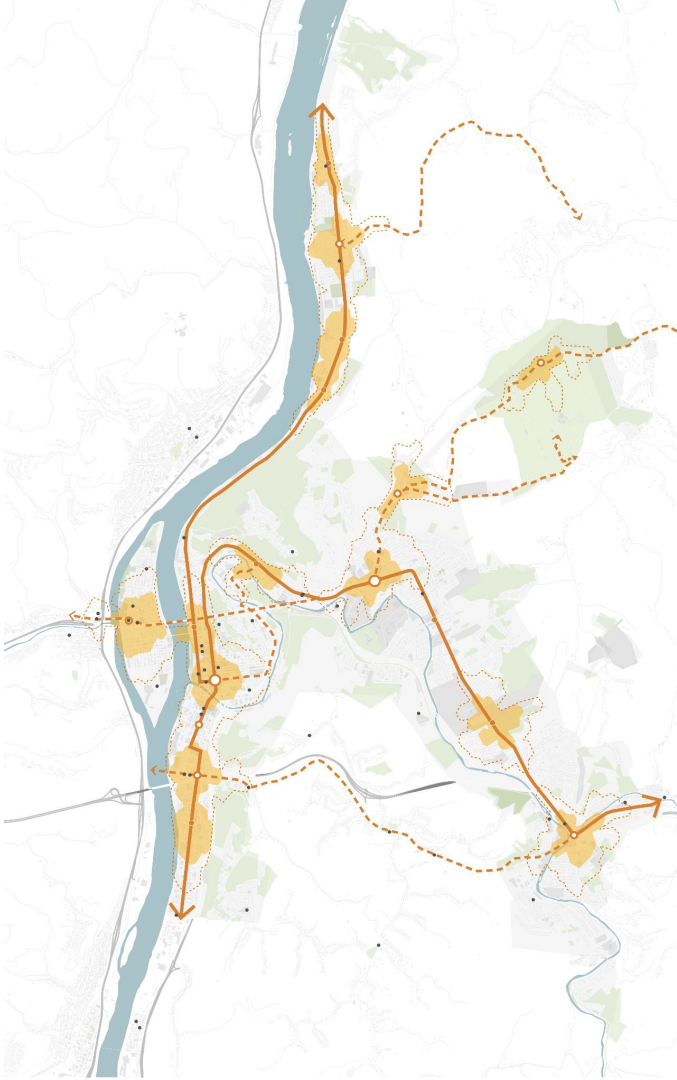


mobility

Equitable Transit Options OVRTA

Multi-modal transportation options enable residents and visitor to explore more of the city. Public transportation serves as the city's

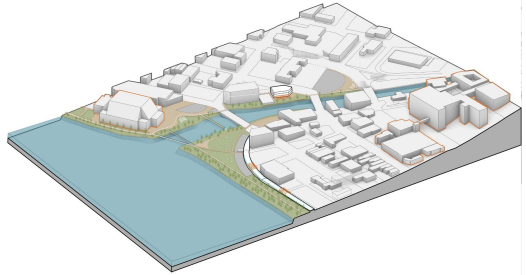


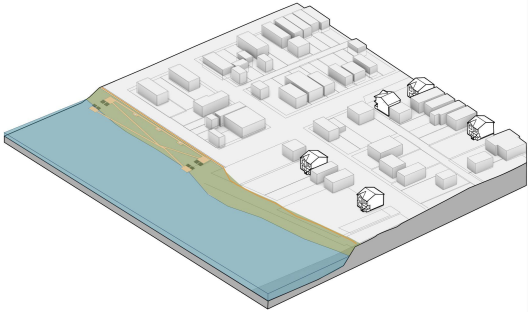


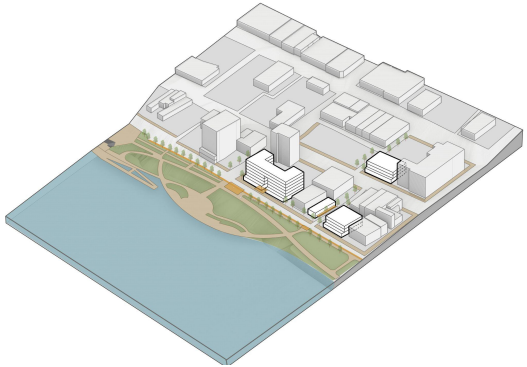
development

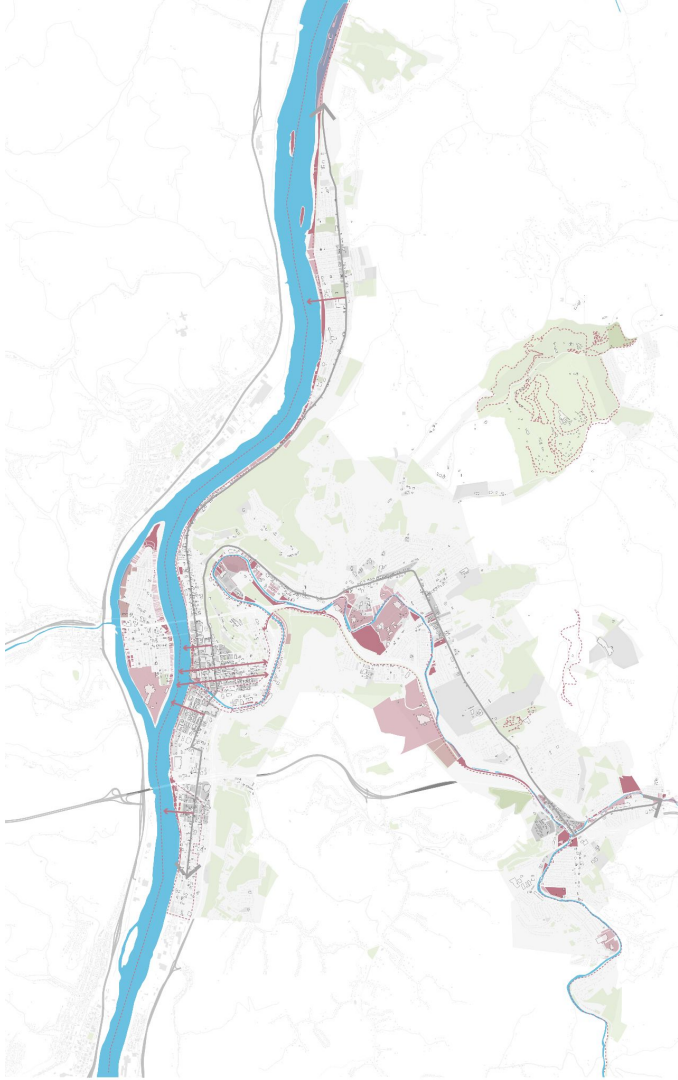
Riverfront Development

The city can double down on its promise as a river town by activating both sides of the river with new investment along the water that enable more recreational and cultural offerings.





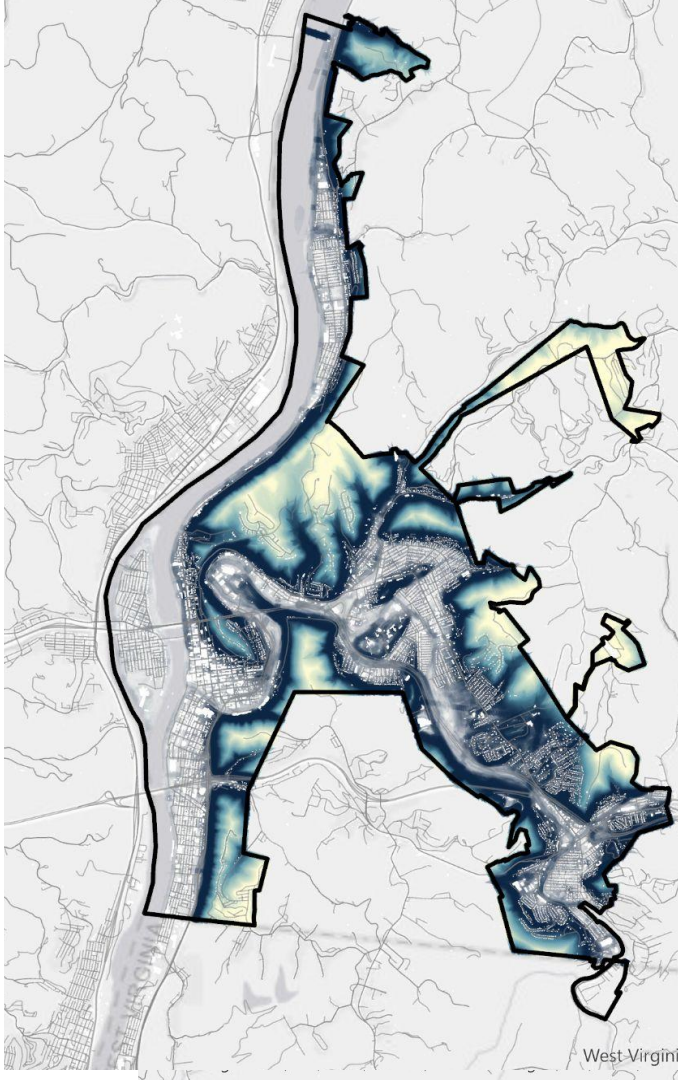




Waterway communities

What makes the city of Wheeling unique is its inextricable link to its environment. The sinewy orientation of development is a result of the historic riverbed in this region.

While it limits where new development can be located, it creates an intimate relationship between the water and adjacent neighborhoods.



Waterway Communities

Ohio River Communities

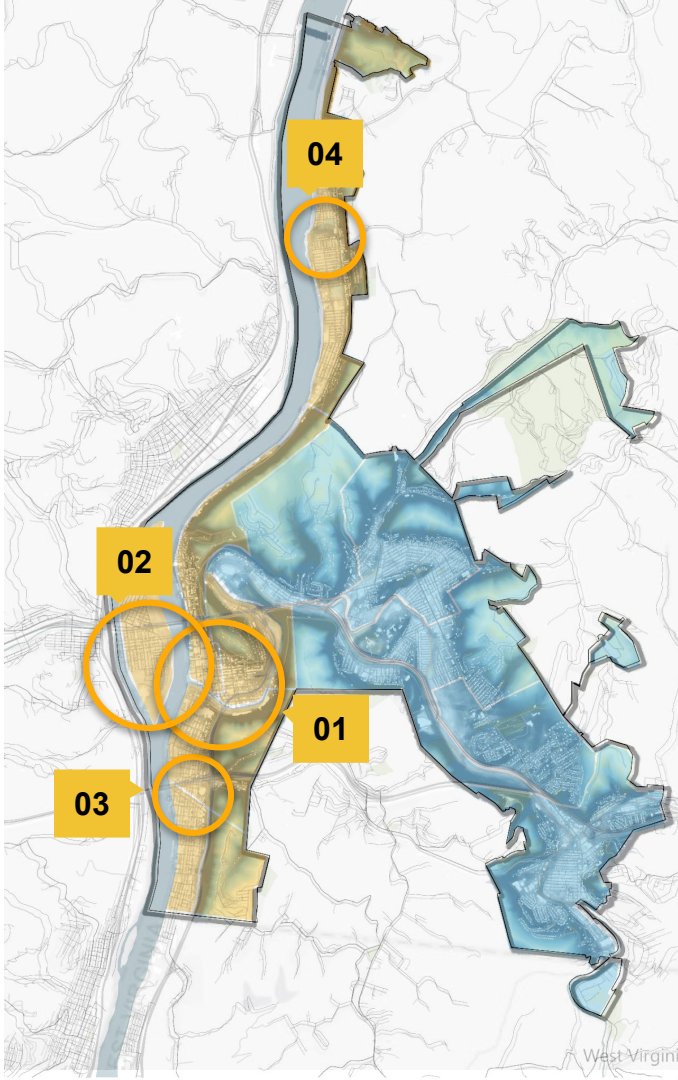
The the commercial and a historic cultural centers are seamlessly integrated into residential communities, creating truly walkable urban neighborhoods. This corridor is attractive for residents who are entrepreneurial and want to be close to the action.

01 **Downtown to Market Connection**

02 **Wheeling Island Development**

03 **Warwood Community Center**

04 **South Wheeling Main Street**



Ohio River Communities

Downtown to Market Connection

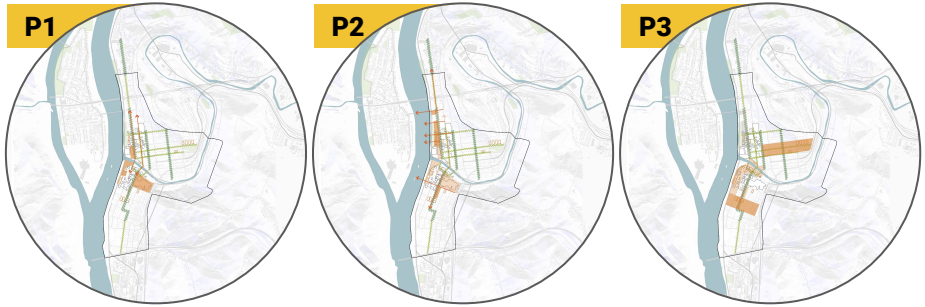
Downtown and Center Wheeling offer a charming blend of historic architecture and the city's rich industrial past. Landmarks like the Capitol Theater and the Wheeling Heritage port hosts community events and provide scenic views of the Ohio River. Investments along Wheeling creek begin to seam these communities together physically and economically.

Centre Market in Downtown Wheeling
Photo by TRL

Ohio River Communities

Downtown to Market Connection

PRINCIPLES



Develop Commercial Core

Connect to and Develop Riverfront

Infill Housing Development

INITIATIVES

Ohio River Communities

Wheeling Island Development

Well known for its unique location in surrounded by the Ohio River this residential mixed use neighborhood boasts expansive views to the water, historic homes, and green spaces. Wheeling Island serves as the city's greatest opportunity for affordable residential unit production and a regional draw with investments around the Wheeling Island Racetrack and Gaming Center in the south.

Wheeling Island, seen from across the Ohio River.
Photo by Ariel Min, PBS NewHour

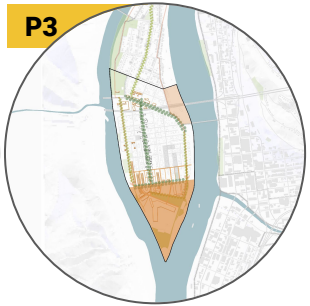
Ohio River Communities

Wheeling Island Development

PRINCIPLES

Develop Commercial Core

Infill Housing Development



Redevelop Racetrack and Gaming Center

INITIATIVES

Ohio River Communities

Warwood Community Center

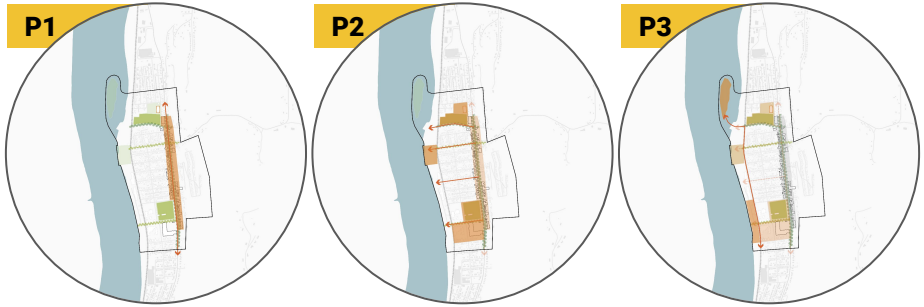
Building on its rich industrial history, Warwood is a self-sufficient suburb that holds a mix of manufacturing jobs, neighborhood retail, public parks and an involved neighborhood organization. By connecting the commercial core to the riverfront with new amenities support a recreational circuit and a community center where residents can gather.

Children make a shield on Super Hero Day at the Warwood Farmers Market.
Photo by Matthew Rafa

Ohio River Communities

Warwood Community Center

PRINCIPLES

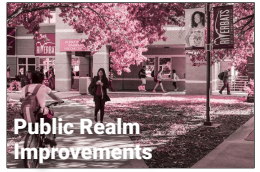


Develop Residential Core

Connect to the Riverfront

Build on Existing Riverfront Amenities

INITIATIVES



Ohio River Communities

South Wheeling Main Street

Formerly known as “Richietown” South Wheeling is a national historic district with a rich history of industry, labor organizing and ethnic diversity that is still evident today. The commercial corridor is ideal for a traditional walkable retail and civic institutions for local residents but also as a hub for startups and makers.

Swisher International, Inc in South Wheeling
Photo by Michael Harding, “Mail Pouch Barns of West Virginia”

Ohio River Communities

South Wheeling Main Street

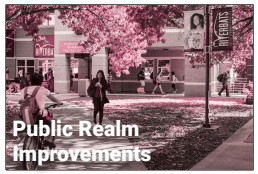
PRINCIPLES

Redevelop Commercial Core

Connect to the Riverfront

Build on Existing Riverfront Amenities

INITIATIVES



Waterway Communities

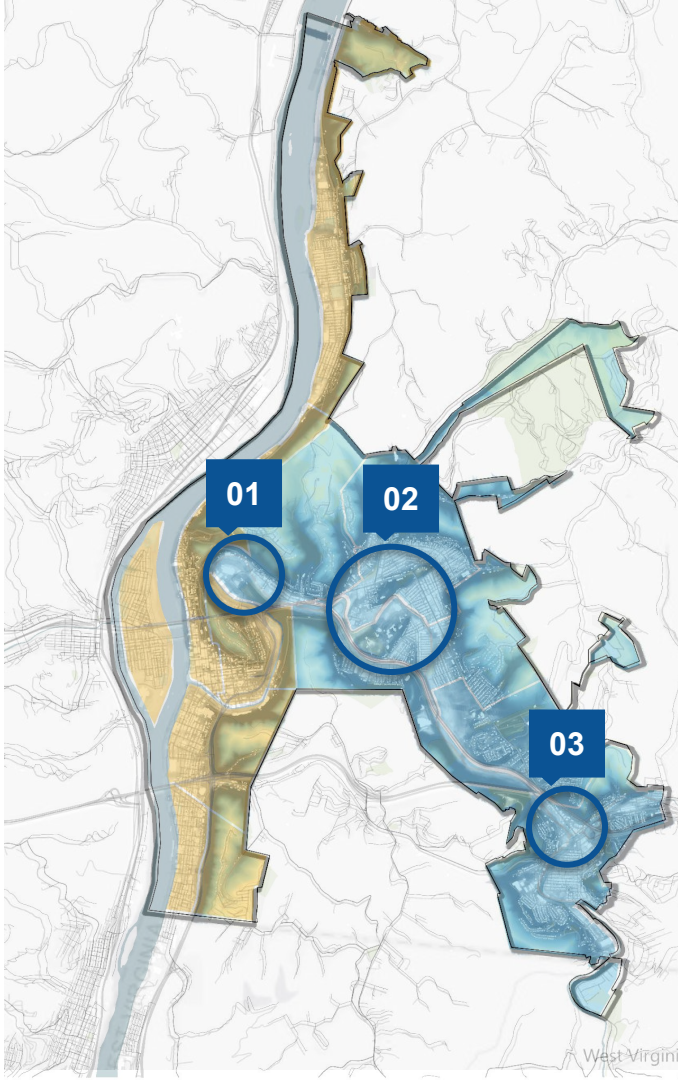
Wheeling Creek Communities

an intimate relationship with their waterway where private riverfront property is not uncommon. This corridor is situated between enclaves of intimate villages where neighbors can enjoy the natural landscapes and community oriented amenities.

01 **Fulton Industrial Hub**

02 **Wheeling University Neighborhood Campus**

03 **Elm Grove Main Street Connection**



Wheeling Creek Communities

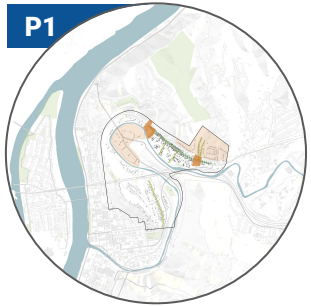
Fulton Industrial Hub

Fulton is a mixed use community of residences, restaurants, shops industrial warehouses that have direct access to Downtown Wheeling and Woodsdale-EdgwooD, two of the city's largest employment centers on Interstate 70 and Route 40 (National Road). This area preserves the city's traditional industrial legacy and serves as an entrepreneurial hub for makers and innovative start ups.

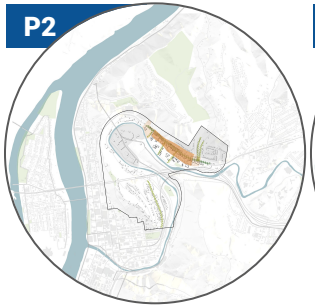
Wheeling Creek Communities

Fulton Industrial Hub

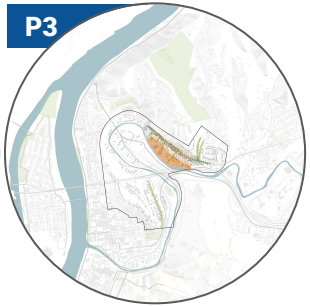
PRINCIPLES



Develop Retail Nodes

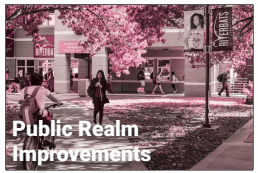


Improve Commercial Corridor



Extend industrial Connection

INITIATIVES



Wheeling Creek Communities

Wheeling University Neighborhood Campus

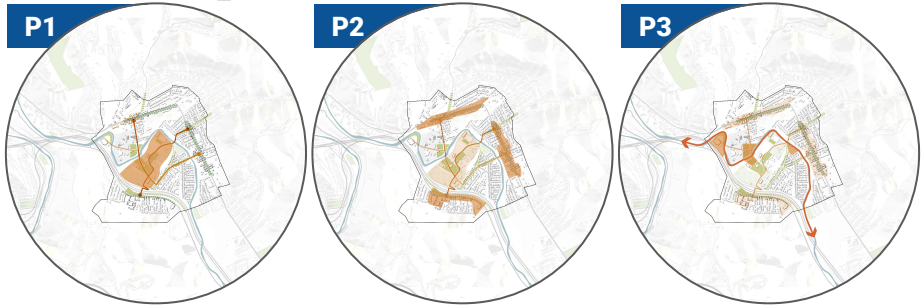
The Woodsdale-Edgwood neighborhood is a designated Neighborhood Historic District that became popular in the late 19th century for its historic carriage houses, recreational parks and public institutions - namely Wheeling University. Rich with educational assets this area connects multiple commercial centers that bring together young innovators and starts ups with local residents.

Woodsdale Collage of residential and commercial spaces
Photo by Wheeling Heritage "Weelunk"

Wheeling Creek Communities

Wheeling University Neighborhood Campus

PRINCIPLES

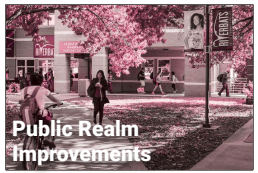


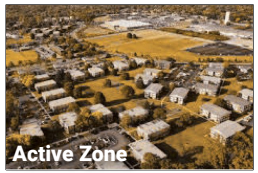
Connect University to Commercial Centers

Enhance Commercial Corridors

Support Riverfront Recreation

INITIATIVES

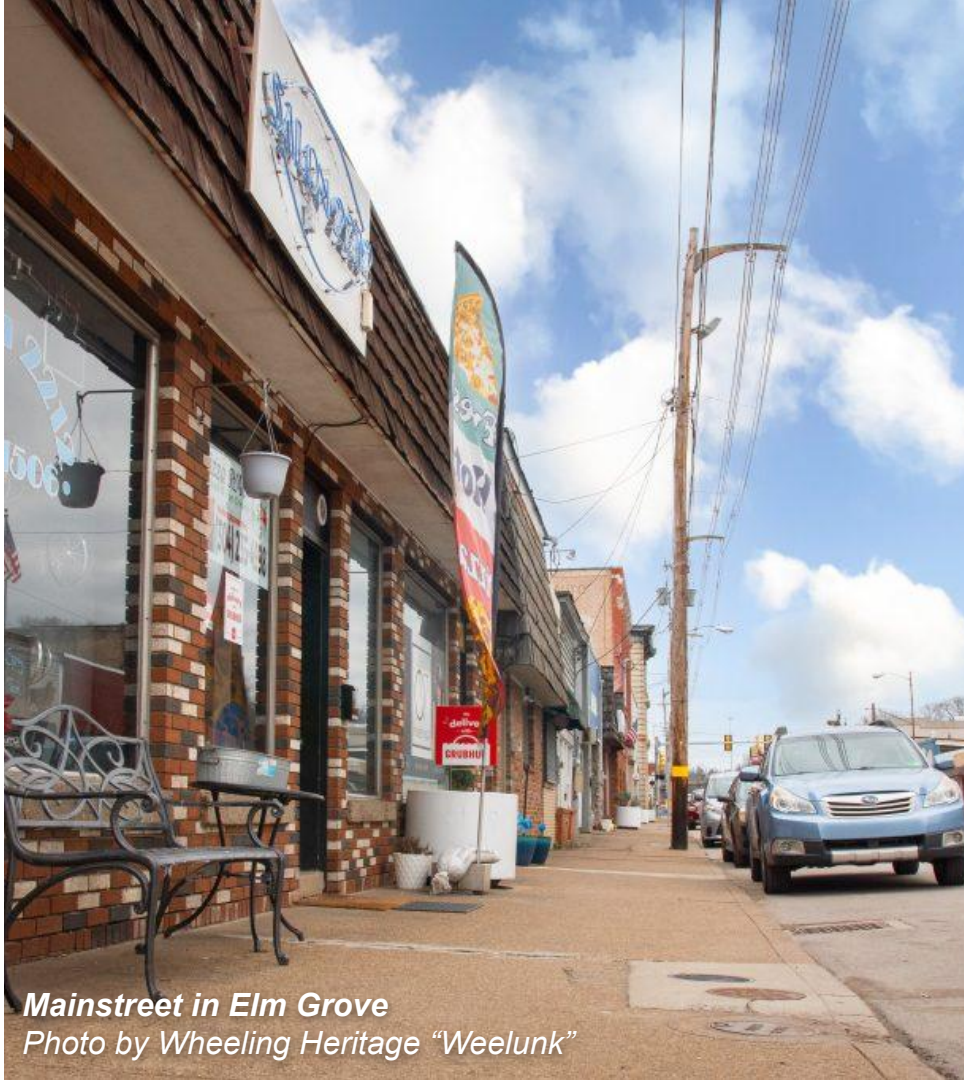




Wheeling Creek Communities

Elm Grove Main Street Connection

Situated at the intersection of Interstate 70 and Route 40, of the “Forks of Wheeling” this historic neighborhood was a test bed for many of Wheeling’s legacy businesses because of its access to local residents and regional patrons. This commercial corridor is ideal for a traditional walkable retail that leverages the creek, heritage trail and historic road as a place of connection.

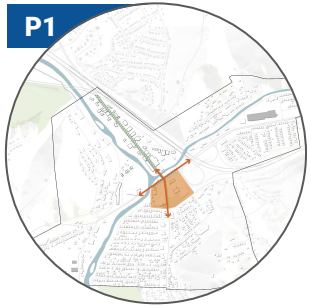


Mainstreet in Elm Grove
Photo by Wheeling Heritage “Weelunk”

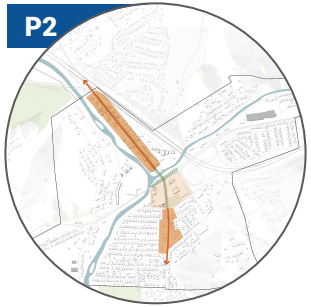
Wheeling Creek Communities

Elm Grove Main Street Connection

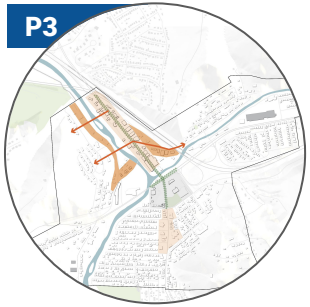
PRINCIPLES



Enhance Pedestrian Experience

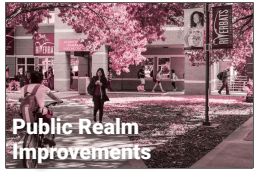


Support Walkable Main Street



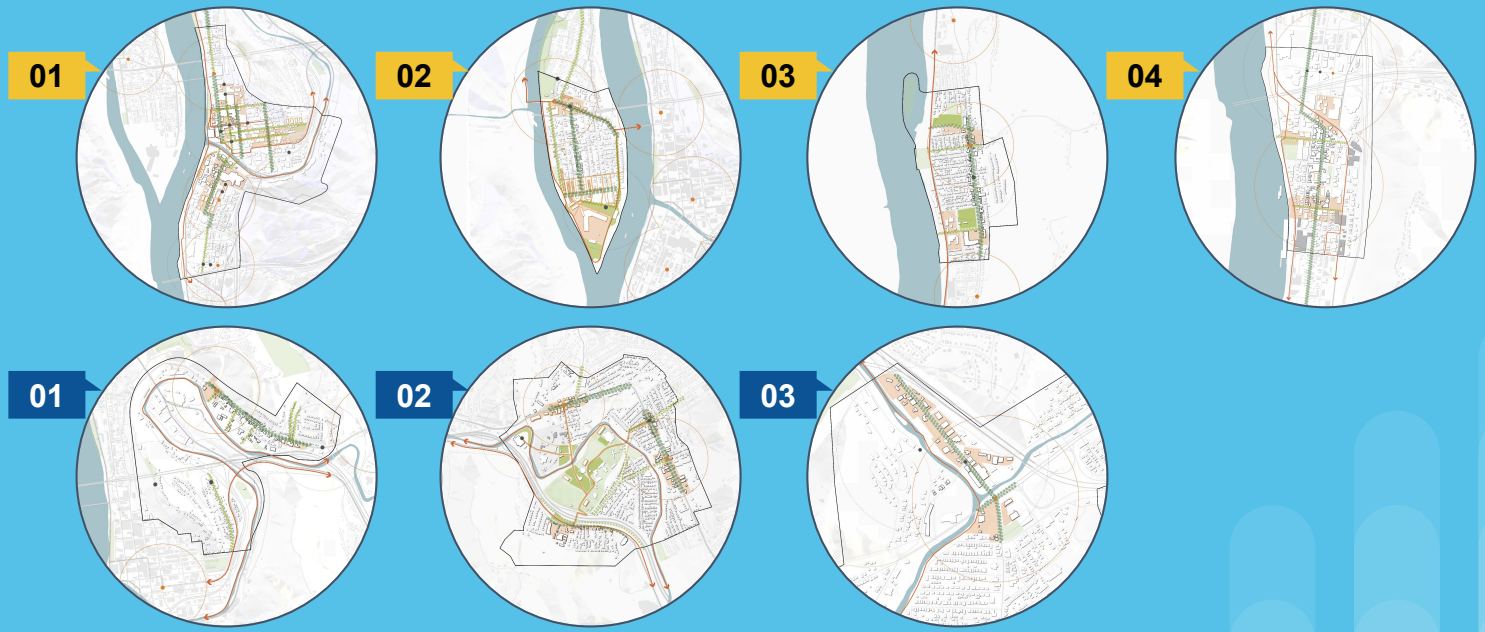
Connect Commercial Corridor Across the Creek

INITIATIVES



Break Out Groups (35 minutes)

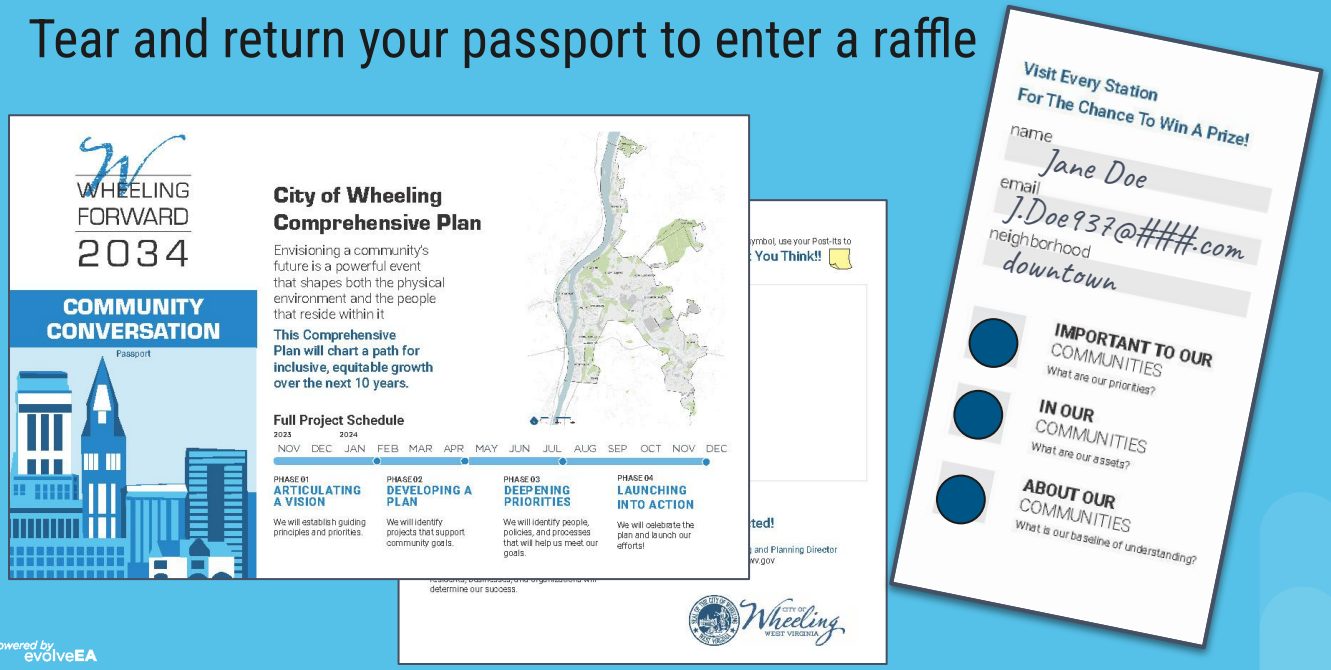
NEIGHBORHOOD DISCUSSION!



Wall Activities

PASSPORT TO WHEELING!

Tear and return your passport to enter a raffle



Break Out SESSION 01 - (35 minutes)

NEIGHBORHOOD DISCUSSION!

Introduce yourself to you working group and use the worksheet to share your thoughts on

- What are the unique characteristics of this neighborhood?
- What are the critical issues this project needs to consider?
- What are the next steps required to complete this project?
- Who are the additional voices we need to support this effort?

Break Out SESSION 01 - Report Out

NEIGHBORHOOD DISCUSSION!

5 minute warning

powered by evolveEA

Break Out SESSION 02 - (35 minutes)

NEIGHBORHOOD DISCUSSION!

Introduce yourself to you working group and use the worksheet to share your thoughts on

- What are the unique characteristics of this neighborhood?
- What are the critical issues this project needs to consider?
- What are the next steps required to complete this project?
- Who are the additional voices we need to support this effort?

Break Out SESSION 02 - Report Out

NEIGHBORHOOD DISCUSSION!

5 minute warning

powered by evolveEA

LAUNCHING INTO ACTION

JAN

5:30p-7:30p

LOCATION - TBD

ADDRESS - TBD, Wheeling, WV 26003

PHASE 04 PUBLIC WORKSHOP

Final Report Launch!

powered by evolveEA